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Retail Price List 1946

Buy Benson's Better Bulbs for Finer Flowers

GEO. C. BENSON

Grower and Hybridist

Swartz Creek, Mich.

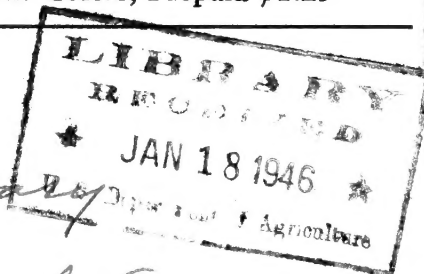
Phone 4-1

Member N. E. G. S.

Member M. G. S.

Golden Glory Garden Collection

25 Large Selected Bulbs, All Colors, Prepaid \$1.25



*U.S. Dept of Agriculture
Washington 25,
D.C.*



GEO. C. BENSON

CORNER HILL AND MORRISH ROADS

Just 1 Mile South of Swartz Creek

Greetings: To all friends and Glad fans. All the requests that have been coming in for weeks and months are certainly appreciated and I hope all you folks who have been waiting so long for this modest little list will realize we are really "up against it" with no help available and just cannot hurry things along. This year again all stock is for regular retail customers, and we cannot quote on wholesale lots.

Now a word about policy. It seems to be the customary procedure, at least with a great many originators, to introduce each new seedling with a great bally hoo, with all the superlative adjectives Webster provides, initially priced just as high as it can be hoped to put it over, then followed up with recommendations galore, rosy trial reports and all the other high pressure methods at hand. Some descriptions almost make one feel that one has passed on, and up, and is actually wandering thru the fields of asphodel. Others who stress size might well be picturing a grove of young Sequoia trees.

It is my intention to go about the marketing of my originations in a most unorthodox manner. First in describing to avoid superlatives and stick just as closely to plain facts as possible. Second: Not to make use of flamboyant, expensive or unnecessary advertising, wasteful of both your money and mine. Third: To price introductions in reason with the realization that while each honest originator feels sure that every one will reach the "Glad" Hall of Fame very few really do. Fourth: Not to spend countless hours and all that it entails nurturing specimens to unnatural or should I say unusual or extraordinary growth for the sole purpose of collecting a drawer full of blue ribbons and competing against the very customers I expect to purchase my stock.

Any "Glad" that I ever put on the market must win acclaim thru its own merits alone or be relegated to the limbo of the forgotten.

Having grown Glads for over twenty years, hybridizing over half of that time naturally I have tried out a large number of seedlings and in view of my later experience believe many very good ones were discarded due to too short a trial. However several seedlings have now shown such merit that I believe I owe it to the public as well as to myself to introduce them to the trade. My red seedling offered last year will be the only one as yet; followed next year by a very fine Lilac lavender (Takina x Lila) with others of good promise now under observation.

My red seedling was the most outstanding bloom in my garden last season, it pleased me immensely, just that "immensely." Growing right beside Big Top, King William and Beautiful Dream, it proved its ability to outsize these big fellows. Ethel Cave Cole was the next best doer for me, it simply out did itself. Bingo came thru with about everything to be desired. Margaret Beaton was very tall and lovely. Big Top stood up like a light house. Silentum never showed a crook. Vista Bonita and Treasury Gold both giants, but not my idea of real beauty. Mother Kadel and Harvest Moon very good yellows. Beautiful Dream crooked badly as did Golden Chimes. Col Maid as strong and straight as ever. Takina extra heavy, with plenty of moisture. Bengasi, Golden State and many of the very late ones grown in insufficient quantity to evaluate.

A very large percentage of new varieties fail to meet expectations for one reason or another. This happens even to our most distinguished originators. We all remember BlueTriumphator at \$400 each. Lacinatus was said to have started at \$1,000 and many, many others on down the line that were very disappointing.

GUARANTEE

Stock guaranteed to be free of disease and insects at the time of shipment, thrifty and true to name.

Occasional errors are humanly possible, therefore, if any of the bulbs shall be found not as represented I will replace them, together with something extra to compensate for disappointments; or refund your money; BUT in no case will I be held responsible beyond the actual purchase price of the bulbs. Fine exhibition blooms are the result of a combination of superior heredity with perfect environment during growth; as I have no control over cultural treatment, fertility, climatic conditions, etc. No guarantee as to final results can be given however, great care has been taken to insure each bulb being clean, vigorous and true to name, ready under the proper conditions to produce for you some truly magnificent blossoms.

TERMS

Orders from \$1 to \$3, cash in full with the order, orders of \$3 and over, 25% with the order and the balance before shipment or shipment can be made C. O. D. if you prefer. Please do not order for less than \$1 as the sorting, packing and postage make such orders unprofitable. Extra counts in proportion to the earliness and the size of the order. As stock of most varieties is strictly limited, early ordering will insure better selections and avoid disappointments, and I will show my appreciation with more liberal overcount and often a bulb or two of the newer and more expensive sorts.

C U L T U R E

Do not plant Gladiolus too near buildings, trees or shrubbery. Plant larger size bulbs not less than 6 inches apart, either in rows or in beds for maximum results, if in rows, the rows should be not less than eighteen inches apart. Plant six inches deep in light soils or three inches deep in heavy soils. The better the ground is prepared and the more plant food applied (preferably well rotted manure, cow manure if available) well mixed in, the fall before planting if possible, the finer your blooms will be, provided you cultivate frequently and plenty of water is forthcoming especially when they are spiking.

T H R I P S

These tiny creatures will if once established, ruin your blooms no matter how well grown. Some people have grown Gladioli for years without being bothered by this pest, but they are simply fortunate. Don't take chances, start with clean bulbs, treat before planting and spray regularly during growth. If your bulbs are at all diseased, I recommend corrosive sublimate treatment before planting in the spring, one ounce to seven gallons of warm water as a solution in which to soak the corms overnight.

Now about varieties. Remember it costs just as much in time, money and labor to raise an out-dated, worthless variety as it does to raise a good one. Why not get rid of the worthless ones and get started with the better sorts, adding a few of the newer ones each year. Many of the older ones are still tops, but some are being replaced each year by better ones to keep your garden up to date, try as many new ones as you can find room and time for.

P R I C E L I S T

**No. 1 Size Except
Where Noted**
EA. DOZ.

Seedling 38G32A (Tunias Triumph X Picardy). A brilliant light red. Color almost identical to that of Aflame, but with wide open florets, faintly edged with silvery gray equal to and exceeding in size those of its famous parent. Strong stems, medium to tall plant and foliage. Occasionally has some chocolate flecking. Florists here think it is tops. No. 1 and No. 2 bulbs, each -----\$3

25 bulblets for \$2 with each purchase of large bulb or bulbs while they last.

Color prints or transparencies for projection will be sent to responsible interested parties on request. These show relative values much better than any word description.

ALADDIN (Palmer) Beautiful ruffled bright salmon red with cream throat (some jumbo bulbs) -----	8c	80c
AMERICAN COMMANDER (New) A great new red, tall large, vigorous -----	10c	\$1
APRICOT MODEL (Wilson) Large Dec. Apricot colored, crooks in hot sun -----	10c	
AVE. MARIA (Pfizer) Medium blue with purplish blotch, an old favorite, much in demand -----	6c	60c
BADGER BEAUTY (Kreuger) Very fine new lavender with creamy throat, not too large but a real beauty. A few in the small sizes -----	10c	
BAGDAD (Palmer) Smoky rose. Large, very fine. -----	5c	50c
BEAUTIFUL DREAM (Canine) Immense new pink, a must have -----	10c	
BEACON (Palmer) Salmon scarlet with creamy throat, tall, many open at once -----	6c	60c
BENGASI (Cave) Large light pink. The most talked of new Glad this year. A few bulblets. While they last -----	\$1	
BLACK OPAL (Erry. Australia) Tall deep red. The famous exhibition red from down under the world -----	6c	60c
BERTY SNOW Old time favorite, lavender. Still good -----	5c	50c
BLUE BEAUTY (Pfizer) Best of all the blues to date -----	6c	60c
BIG TOP (Rich) Very tall, large, light pink. Jumbo size. -----	25c	
BETTY NUTHALL (Salsbach) Warm coral pink with pale yellow throated blooms, many open at once, tall, strong stem, one of the most popular commercials grown -----	5c	60c
BINGO (Glad-A-Way Gardens) Cream white and rose. Sport of Picardy. Something different and outstanding -----	6c	60c
COLONIAL MAID (Young) Tall, straight plant with very beautiful lavender florets lightly pencilled. Watch this one -----	6c	60c
CHARLES DICKENS (Pfizer) Very tall, purple. Extra fine -----	5c	50c
ETHEL CAVE COLE (Cave) Exhibition pink, wonderful placement, great substance -----	10c	\$1

PRICE LIST — Continued

	EA.	DOZ.
FLAMING SWORD - Brick red.-----	5c	50c
GENGHIS KAHN (Scheer) Large ruffled pure pink, small -----	\$1 ea.	Bublets 20c ea.
GOLDEN CHIMES () Fine large creamy yellow, somewhat ruffled.-----	6c	60c
GOLDEN DREAM (Prestgard) Still the best all round late yellow, tall, strong grower, florets clear yellow, medium size, rose bud shaped -----	5c	50c
GOLDEN POPPY (Groff) A buff yellow that is distinctly different in color as well as placement. Do not miss this one -----	5c	50c
HARVEST MOON (Jack) Outstanding large clear yellow -----	7c	70c
HAWKEYE RED (Heaton) Handsome red sport of Vagabond Prince. A few small -----	25c ea.	Bulblets 10c ea.
IOSCO (Kinyon) A very tall, strong giant buff "Glad" -----	10c Med.	
ISOLA BELLA () Light pinkish lavender. -----	6c	60c
KING ARTHUR (Palmer) Lovely ruffled mauve, very fine. -----	7c	70c
KING LEAR (Palmer) A dandy purple wine red. -----	6c	60c
KING WILLIAM (Schensetsky) Apricot Salmon with cream throat some say better than Picardy -----	9c	\$1
MAID OF ORLEANS (Pfitzer) Milky white with barely discernable cream tint in the throat. Probably the best all round white grown in quantity today. -----	6c	60c
MARGARET BEATON (Twomey) Very tall beautiful white with small throat blotch. Fine cutter -----	8c	80c
MASTER MYRON - Giant red. -----	10c	
MAX REGER - Fine Orchid blue. -----	6c	60c
MISS BLOOMINGTON (Kundred) Very early, tall straight, light yellow. A dandy -----	5c	50c
MOTHER KADEL (Kadel) Fine clear yellow -----	15c	
MRS. MARKS MEMORY (Pfitzer) Much praised purple. Comes wine-red for me -----	10c	
OGARITA (Wilson) Extremely tall rose salmon, creamy throat. A few mediums to small -----	25c ea.	Bulblets 20 for 25c
PARADISE (Pruitt) Light apricot, medium height, very highly recommended -----	5c	50
Picardy (Palmer) The old champion of salmon pink. -----	6c	60c
PELEGRINA (Pfitzer) Finest of the real blue blues -----	5c	50c
PEGGY LOU (Wilson) - Excellent Pink. -----	5c	50c
POLAR ICE - Paper White - Early.-----	5c	50c
PURPLE SUPREME (Wilson) Newest tall purple. Small -----	20c	
ROSA VAN LIMA. Early light rose, a dandy -----	6c	60c
SENSATION (Marshall) Huge deep pink, hard to beat -----	10c	
SHIRLEY TEMPLE (Pruitt) Immense ruffled cream with somewhat deeper tinted throat, very strong grower and altho it crooks its still a world beater -----	6c	60c
SILENTUM. A swell commercial white with small carmine marking. Straight as a string. -----	8c	80c
SNOW PRINCESS (Pfitzer) Improved Maid of Orleans -----	8c	80c
TAKINA (Burns. New Zealand) A giant rose purple, looks like a huge rose, don't miss this one -----	6c	60c
TOKEN (Crow-Pappas) Flaming salmon with creamy yellow throat, somewhat ruffled, good substance -----	5c	50c
TREASURY GOLD (Wilson) A great new giant golden salmon orange, that has everything -----	10c	\$1
R. B. (Palmer-Upton) The new smoky that puts all other smokies on the shelf. Supreme in its color class-----	10c	
REWI FALLU (Fallu) Massive blood red flowers on good strong stems -----	6c	60c
WANDA. Cream, Sport of Picardy. Enough said -----	5c	50c
WINGS OF SONG (Ellis) Large rose pink, lighter throat, a real dandy. -----	10c	1.00
WEDDING GOWN (Wilson) Nice clear cream, commercial type. -----	15c	
WHITE GOLD (Scheer) Very large early cream SNOW -----	20c	
VISTA BONITA (Ellis) Large pink, very heavy. Jumbo size. -----	8c	80c

WILL QUOTE ON BULBLETS ON REQUEST IF WE HAVE WHAT YOU WANT.

IF YOU find my corms a superior product, please recommend them to your friends — Yours for success
with GLADIOLI, the FLOWER SUPREME!